



Fair Housing Policy

Apr 15, 2022



SMART Property Marketing is committed to the principle of equal opportunity in housing and the principles of equal professional services without regard to race, color, religion, sex, handicap, familial status, national origin or sexual orientation.

Equal Professional Service Procedures

SMART Property Marketing shall provide professional services without regard to a buyer's, seller's, or prospective tenant's race, color, religion, sex, handicap, familial status, national origin, or sexual orientation.

Areas where consistent service will be provided include, but are not limited to, the following:

- Greeting when entering or calling the office
- Acts of courtesy and hospitality
- Qualifying and financing information requested and given
- Personal information required
- Availability, location, and quality of properties presented for consideration and showing

Prohibited Conduct

1. SMART Property Marketing will not make any statement or perform any act that could imply that the presence or anticipated presence in a neighborhood of persons of any race, color, religion, sex, handicap, familial status, national origin or sexual orientation will or may have resulted in:
 - a. lowering of property values
 - b. changing the composition of the neighborhood
 - c. making the area less safe
 - d. contributing to a decline in the quality of the schools
2. SMART Property Marketing will not imply that a person of a particular race, color, religion, sex, handicap, familial status, national origin or sexual orientation will be less able to obtain financing on a property.

3. No representative of SMART Property Marketing will imply that SMART Property Marketing adheres to racial / color / religious / sexual / handicap / family / national origin / or sexual orientation stereotypes that might result in different treatment of minority groups in the sale or purchase of housing including making derogatory remarks to one another, to agents or employees of another Company, to a buyer or seller or anyone who might become a buyer or seller, or who might be in a position to report such remarks to others.
4. No representative of SMART Property Marketing shall make any representation, either directly or by innuendo, that a neighborhood will be difficult/easy to sell because of the presence or absence of persons of a particular race, color, religion, sex, handicap, familial status, national origin or sexual orientation.

Working with Prospective Buyers

Consistent interviewing and qualifying techniques must be used with all buyers.

Listing Procedures for the Website

While making any listing presentation or listing any property occupied as, or intended for occupancy as, a residence by one or more person, the following procedures shall be followed:

1. Any seller who is listing property and indicates he refuses to abide by the law, will be rejected.

Working with Cooperating Brokers/Agents

All licensees will be equally professional when interfacing and working with cooperating brokers or agents.

Advertising and Marketing

SMART Property Marketing shall not make, print or publish or cause to be made, printed or published any notice, statement or advertisement with respect to the sale or rental of a dwelling that indicates any preference limitation or description based on race, color, religion, sex, handicap, familial status, national origin or sexual orientation.